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beyond a "bare bones" narrative and a heavy sprinkling of digital, tabular material in the Annual Report. But the company was much more outspoken at the Annual Meeting on the fourth Thursday of March, at which time shareowners were provided with some glimpses backward into 1943 and also were offered a view into the present and immediate future.

Among the Annual Meeting speakers was Vice President William M. Rand from Merrimac, who uncorked a stunning statistic when he announced, "It is costing Monsanto \$225,000 a year to answer government questionnaires and to fill in federal forms." Bill Rand, still healthy and hearty in retirement at Lincoln, Massachusetts, would no doubt agree that this expense was petty cash compared to the staggering amounts of dollars and manhours spent in subsequent years.

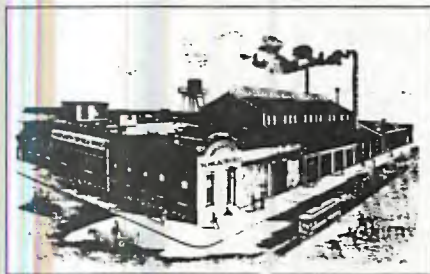
A rather major event involved the acquisition of I. F. Laucks, Inc., Seattle, a customer company which had developed a strong line of plywood glues, along with a wood sealer and primer trade-named Rez and a variety of related products. Laucks would ultimately become the nucleus of what for a brief time Monsanto called its Western Division. Compared to Merrimac, Swann and Fiberloid, Laucks was not a major affair. It commanded 25,000 shares of Monsanto stock, worth \$2 million, in June, 1944. The Rez line was marketed by Monsanto for a short period through paint and hardware stores and ultimately sold to Pittsburgh Paint. Laucks adhesives, involving Monsanto resins, remained profitable but unspectacular. But Laucks did help strengthen Monsanto's market position and identity on the West Coast.

Particularly insofar as Monsanto employees were concerned, the warmest story of 1944 involved a major and long-overdue award for one of the "original Swiss," Gaston F. DuBois, who was presented with the prestigious Perkin Medal by the Society of the Chemical Industry before an audience of 500 industry leaders at the Hotel Commodore in New York. This was a year before his retirement, and those who knew him felt the high honor could not possibly have gone to a more worthy recipient. The "fox terrier of research," who had been one of the founder's early lieutenants, was probably tempted in his acceptance speech to look back upon the day when he arrived in St. Louis, shortly after the turn of the century, and to recall how the city was a maze of telephone poles. He could have recalled the adventures of the early days when John F. Queeny was trying to start a new company with one product. Yet instead medalist DuBois gave a humble address, citing the future opportunities of the chemical industry. Despite his opportunities for nostalgia, he looked in one direction—forward.

Monsanto's principal tie with the old Fiberloid Company, John C. Brooks, general manager of the Plastics Division at Springfield, Massachusetts, had become one of DuBois' firmest admirers—perhaps because DuBois, for his part, had become the self-advertised champion of phenolic resins. A sad event of the year was the sudden and unexpected

FAITH, HOPE & \$5,000

THE STORY OF
Monsanto



THE TRIALS AND
TRIUMPHS OF THE
FIRST 75 YEARS

DAN J.
FORRESTAL

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